



CASE STUDY

Ellery Homestyles Improves Productivity and Enhances Reporting with BlueCherry® Product Lifecycle Management (PLM)

Overview

Customer Profile: Ellery Homestyles

Industry: Home textiles

Products: Curtains, bedding, throws, and specialty home fashions

Founded: 1924

Operations Hubs: Headquartered in New York, NY. Warehouse & Distribution in Lumber Bridge, NC. Staffed Offices in China, India, and Pakistan

Employees: 200+

Key Challenge:

Improve real-time product and process visibility across the business

CGS Solutions:

BlueCherry® Product Lifecycle Management (PLM), **BlueCherry®** Collaborative Supply Chain (CSC)

Results:

- Improved process visibility
- More timely and better informed decision making
- Reduction in manual processes and data entry
- Operational industry best practice

Introduction

Ellery Homestyles is a leading supplier of branded and private label home fashion products to major retailers - offering curtains, bedding, throws and specialty products. Their proprietary brands deliver innovation in fashion, function and design.

The Business Challenge

In 2008, Ellery Homestyles transitioned from spreadsheets and manual processes to their first PLM solution. They hoped it would provide them with the visibility they needed to improve their business processes while enabling their users to input data with ease and share that data to their overseas office.

After that system failed to meet their needs, they began the search for a PLM solution that would offer the real-time analytical tools and user-friendly interface the business required. Such a PLM solution would reduce data entry and allow their design and product development teams to complete tasks more quickly and efficiently.

Why CGS?

To streamline the evaluation process, Ellery Homestyles formed an internal user "super group" that consisted of key personnel that would be using the software most frequently. This group participated in the PLM evaluation to help the software demonstrations and help determine if the functionality and ease of use was going to be a good fit. In addition to the usability, overall capabilities, and rich functionality, their new vendor's industry knowledge and experience would also prove to be a critical factor in choosing the new PLM solution.

"We researched several companies and found that while many had extensive experience in the apparel industry, there weren't many who had a background in home textiles," said Molly Rammel, Director of Product Development at Ellery Homestyles. "We discovered CGS after several members of our organization, who had previous experience with **BlueCherry®**, gave glowing reviews of the team and overall implementation process. Combine that with their widespread experience in our vertical, and the decision was rather easy."



Born into the fashion industry 30 years ago, CGS enables unparalleled industry collaboration via a large and active community that will greatly benefit Ellery Homestyles. With a dedicated business unit consisting of over 250 professionals, all with extensive apparel industry knowledge and experience, CGS offers the lowest total cost of ownership available in the market today.

CGS also provides an industry leading technology platform that includes seamless integration, multitier architecture with unlimited scalability and award-winning, state of the art, 24/7 support.

Measurable Results

With **BlueCherry**[®] PLM, Ellery Homestyles has experienced a 30% improvement in overall productivity while significantly increasing process visibility and control. **BlueCherry**[®] PLM has also helped them eliminate redundant data entry and improve communication; both internally and with their overseas suppliers. "We used to look at our sample room and wonder what it was all for," said Rammel.

"You're paying for shipping, you're paying rent to store those samples, and you're paying staff to create those samples. Now with **BlueCherry**[®] and its robust real-time analytics, we are able to pinpoint how many samples we have, who they're for, and what stage of the development process they are in. We're really excited to see how far we can take **BlueCherry**[®], and where we can go in the future to continue to build our business and our partnership with CGS."

The CGS Solution

Applying industry best practices and proven implementation methodology, CGS brought a higher level of reliability and confidence to Ellery Homestyles with their best-in-class, proven **BlueCherry**[®] Product Lifecycle Management (PLM) solution. CGS also provided **BlueCherry**[®] CSC (Collaborative Supply Chain) to enable Ellery Homestyles to integrate processes and improve collaboration.

To learn more about **BlueCherry**[®], contact your **BlueCherry**[®] sales representative at 212-408-3809 or email us at applications@cgsinc.com. You can also visit us at www.cgsinc.com. Computer Generated Solutions, Inc., 200 Vesey Street, Brookfield Place, New York, NY 10281-1017

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